

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 397 Issue 5



WSPA-TV

250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Barack Obama/ D/ President	Submission Cost:	56450	Campaign Ref:	E:120302002
Buyer:	..	Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06260815
Est./PO Number:	06260815	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WSPA	Key Market:	Greenville Spartanburg
Demographic:	(L) Household	Order:			Ashevil

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
1	M-F 1135p ET / 1035p CT Late Show .TWTF..	06	170	30 Comme	Nbr of Spots	2	2	2	2	2	10	1700
2	M-F 11a ET / 10a CT Price is Right .TWTF..	04	225	30 Comme	Nbr of Spots	2	2	2	2	2	10	2250
3	M-F 9a Dr Phil .TWTF..	05	150	30 Comme	Nbr of Spots	3	3	3	3	3	15	2250
4	Fri 10p ET / 9p CT Blue Bloods ....F..	05	1200	30 Comme	Nbr of Spots	1					1	1200
5	Fri 10p ET / 9p CT Blue Bloods ....F..	05	1200	30 Comme	Nbr of Spots			1			1	1200
6	Fri 10p ET / 9p CT Blue Bloods ....F..	05	1200	30 Comme	Nbr of Spots				1		1	1200
7	Fri 8p ET / 7p CT CSI NY ....F..	05	800	30 Comme	Nbr of Spots		1				1	800
8	Fri 8p ET / 7p CT CSI NY	05	800	30 Comme	Nbr of Spots							
Weekly Totals: Total Spots(Ord Spots)					19	23	17	16	17	2	94	
Open PR						-1					-1	-275
Closed PR					1	1	3		1		6	

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**WSPA-TV**  
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Spartanburg SC 29303-6898  
(864) 576-7777 FAX (864) 587-4480

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 55450	<b>Campaign Ref:</b> E:120802002
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06260815
<b>Est./PO Number:</b> 06260815	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
9	Sat 10p ET / 9p CT 48 Hours .....S.	06	800	30 Comme	1						1	800
10	Sat 7p News .....S.	05	150	30 Comme	1	1	1	1	1		5	750
11	Sat 8-9p .....S.	06	400	30 Comme				1			1	400
12	Sun 10p ET / 9p CT Mentalist .....S	05	1000	30 Comme		1					1	1000
13	Sun 10p ET / 9p CT Mentalist .....S	05		30 Comme					1		1	
14	Sun 1030a ET / 930a CT Face The Nation .....S	05	275	30 Comme	1			1			3	825
15	Sun 7p ET / 6p CT 60 Minutes .....S	04	1500	30 Comme		1					1	1500
16	Sun 9a ET / 8a CT CBS Sunday Morning News .....S	04	275	30 Comme	1	1	1	1	1		5	1375
<b>Weekly Totals:</b>					19	23	17	16	17	2	94	
<b>Total Spots(Ord Spots)</b>					19	23	17	16	17	2	94	
<b>Open PR</b>						-1					-1	-275
<b>Closed PR</b>					1	1	3		1		6	

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**WSPA-TV**  
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Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 55450	<b>Campaign Ref:</b> E:120802002
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06260815
<b>Est./PO Number:</b> 06260815	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
17	Tue 8p ET / 7p CT NCIS .T.....	04	2500	30 Comme		1					2	5000
18	Tue 8p ET / 7p CT NCIS .T.....	04	2500	30 Comme				1			2	5000
19	Tue 9p ET / 8p CT NCIS Los Angeles .T.....	05	1900	30 Comme			1				1	1900
20	Wed 10p ET / 9p CT CSI ..W....	06	1200	30 Comme		1					1	1200
21	Wed 10p ET / 9p CT CSI ..W....	06	1200	30 Comme					1		1	1200
22	Wed 8p ET / 7p CT Survivor ..W....	04	1650	30 Comme	1						1	1650
23	Wed 8p ET / 7p CT Survivor ..W....	04	1650	30 Comme		1					1	1650
24	Wed 9p ET / 8p CT Criminal Minds ..W....	05	1700	30 Comme			1				1	1700
25	M-F 1135p ET / 1035p CT Late Show M.....	06	170	30 Comme		1					1	850
<b>Weekly Totals:</b>					19	23	17	16	17	2	94	
<b>Total Spots(Ord Spots)</b>					19	23	17	16	17	2	94	
<b>Open PR</b>						-1					-1	-275
<b>Closed PR</b>					1	1	3		1		6	

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<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06260815
<b>Est./PO Number:</b> 06260815	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
26	M-F 11a ET / 10a CT Price is Right M.....	04	225	30 Comme		1	1	1	1	1	5	1125
27	Sun 1030p ET / 930p CT Mentalist .....S	05	1000	30 Comme					1		1	1000
28	Sun 730p ET / 630p CT 60 Minutes .....S	04	1500	30 Comme			1				1	1500
29	Sun 9a ET / 8a CT CBS Sunday Morning News .....S	04	275	30 Comme			1				1	275
30	Tue 10p ET / 9p CT Vegas .T.....	05	1200	30 Comme	1						1	1200
31	Mon 10p ET / 9p CT Hawaii Five-0 M.....	06	1300	30 Comme			1				1	1300
32	Sat 10p ET / 9p CT 48 Hours .....S	06	600	30 Comme			1				1	600
33	Sa-Su 6a News .....SS	12	50	30 Comme	2						2	100
34	Sun 4p ET / 3p CT NFL On CBS .....S 16:30:00--19:30:00	04	1200	30 Comme	1						1	1200
36	Wed 9p ET / 8p CT Criminal Minds .W....	05	1700	30 Comme		1					1	1700
<b>Weekly Totals:</b> Total Spots(Ord Spots)					19	23	17	16	17	2	94	
Open PR						-1					-1	-275
Closed PR					1	1	3		1		6	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

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37	Fri 10p ET / 9p CT Blue Bloods MTWTFSS Isolations: W/C 10/08 ....F..	05	1200	30 Comme		1					1	1200
38	Mon 8-9p ET / 7-8p CT How I Met / Partners MTWTFSS Isolations: W/C 10/08 M.....	05	1700	30 Comme		1					1	1700
39	Fri 8p ET / 7p CT CSI NY MTWTFSS Isolations: W/C 10/08 ....F..	05	800	30 Comme		1					1	800
40	Fri 9p ET / 8p CT Made in Jersey MTWTFSS Isolations: W/C 10/08 ....F..	05	900	30 Comme		1					1	900
41	Sun 4p ET / 3p CT NFL On CBS MTWTFSS Isolations: W/C 10/01 .....S	04	1200	30 Comme	1						1	1200
<b>Weekly Totals: (Total Spots/Ord Spots)</b>					19	23	17	16	17	2	94	
Open PR						-1					-1	-275
Closed PR					1	1	3		1		6	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
13	Sun 10p ET / 9p CT Mentalist	:30 Commercial	10/29/12	Closed Pre Emption	1,000.00	27 (11/04)	0000176158	E:120802002
14	Sun 1030a ET / 930a CT Face The Nation	:30 Commercial	10/08/12	Open Pre Emption	275.00		0000000000	E:120802002
			10/15/12	Closed Pre Emption	275.00	29 (10/21)	0000177694	
15	Sun 7p ET / 6p CT 60 Minutes	:30 Commercial	10/15/12	Closed Pre Emption	0.00	28 (10/21)	0000176183	E:120802002
19	Tue 9p ET / 8p CT NCIS Los Angeles	:30 Commercial	10/15/12	Closed Pre Emption	1,900.00	No Makegood / Credit	0000000000	E:120802002
20	Wed 10p ET / 9p CT CSI	:30 Commercial	10/01/12	Closed Pre Emption	1,200.00	No Makegood / Credit	0000000000	E:120802002

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
22	Wed 8p ET / 7p CT Survivor	:30 Commercial	10/08/12	Closed Pre Emption	1,650.00	36 (10/10)	0000180219	

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4		
Totals		10/01	10/08	10/15	10/22	10/29	11/05	
Spots	94	19	23	17	16	17		2
Cost	56725	11590	17535	8635	7686	9685		395

Grand Totals:

Spots:	94
Gross Total:	55,450.00
Commission:	8,317.50
Net Total:	47,132.50